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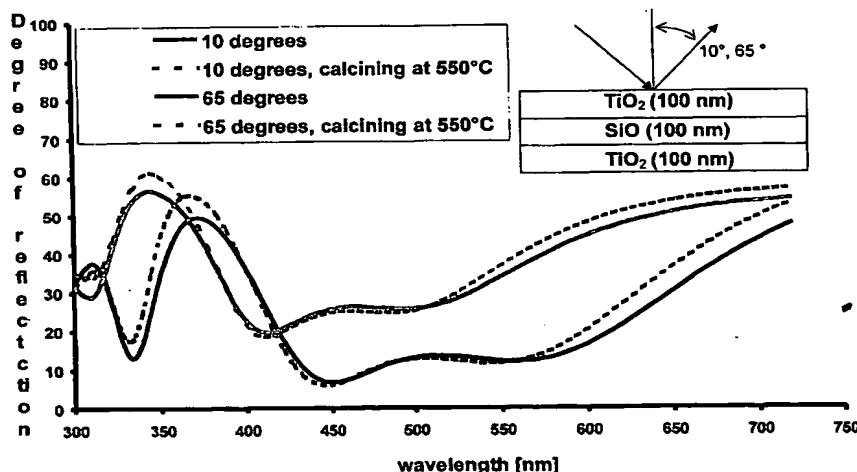
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(54) Title: **REDUCING PIGMENTS**

TiO₂/SiO₂/TiO₂ interference structure



(57) **Abstract:** The present invention relates to platelet-shaped pigments that comprise a layer obtained by calcining TiO₂/SiO_x or TiO₂/metal, especially TiO₂/Al (0.03 ≤ y ≤ 1.95, especially 0.03 ≤ y ≤ 1.8, more especially 0.70 ≤ y ≤ 1.8), and to the use thereof in paints, textiles, ink-jet printing, cosmetics, coatings, plastics, printing inks, in glazes for ceramics and glass, and in security printing. The pigments according to the invention are distinguished by a high gloss and a very uniform thickness, as a result of which very high colour purity and colour strength are obtained.